

# AUTOMATING IT AND CONNECTIVITY

OCOLO.io

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PACIFIC TELECOMMUNICATIONS COUNCIL

## PTC'24

21-24 JANUARY 2024 | HONOLULU, HAWAII

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# OCOLO

Tony Rossabi

[www.ocolo.io](http://www.ocolo.io)



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# Introduction



- **OCOLO** allows Data Center Providers to present available capacity for sale in an easy online marketplace for enterprise clients to access.
- **OCOLO** is particularly useful in showcasing idle, stranded colocation capacity without disruption to existing pricing or sales models.
- **OCOLO** enhances enterprise go-to-market strategy to drive optimization to improve financials and capture new market share.

# Who Are We



- Tony Rossabi is the Founder and Managing Member of OCOLO, a unique and innovative marketplace for data centers. Tony is the former CEO and a Board Member of Recovery Point Systems (RPS), a provider of data center and recovery services. Tony is an Independent Director for Connectbase, PCTEL (PTCI, on the NYSE) and is a part of the Advisory Board for Qarbon Technology
- With more than 25 years of experience in driving growth and innovation for technology and telecommunications enterprises, Tony has guided several companies to successful turnarounds and exits
- Prior to RPS, Tony worked for TierPoint as Executive Vice President and Chief Revenue Officer, where he was responsible for overseeing revenue growth, managing the daily operations of TierPoint's national sales organization, and devising the strategic plan for the company. He was part of the 3-person executive team that raised \$325 million to continue growth of the company
- Prior to joining TierPoint, Tony served as Managing Director for Digital Realty Trust's colocation and connectivity business unit, and earlier was Executive Vice President of Sales, Marketing, and Strategy for Telx Group, Inc. (acquired by DLR). Tony was part of the executive team that sold the business in 2015 to Digital Realty Trust for \$1.98 billion which realized a return of 43% IRR
- Tony supports several organizations as a member of non-profit Boards, including the Pacific Telecommunications Council and the Board of Surgeons Overseas
- Tony holds BA, MBA, and Juris Doctor (JD) degrees



# Concept

- Various industries and market segments have faced efficiency challenges created by idle, non-producing assets. Often maximizing utilization of these assets requires too much time, resources, expense, knowledge, relationships, or other mechanisms to effectively bring to market.
- Marketing inappropriately may even cannibalize existing pricing models and erode or confuse a higher paying core customer base.
- Examples of bringing such idle inventory or capacity to market: **Hotels.com/Hotwire.com**, **Priceline.com/Travelocity.com**, or **Overstock.com/Big Lots**, and Outlet Stores, etc.
- Underutilized and idle assets present an opportunity when marketed with ease and efficiency at a discounted price without disrupting core business and pricing models.

hotwire™

priceline®

 Hotels.com™

**BIG  
LOTS!**

Tanger  
Outlets

 overstock™

 SIMON®  
PREMIUM OUTLETS

 OUTLET  
OUTLET

Consumer  
Cellular®

 cricket

 boost  
mobile



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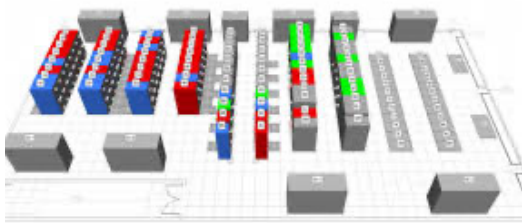
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# Challenges

## Market Environment - Data Center Providers

- There are over **1,000** retail data centers across the USA, and many more globally.
- Enterprise buyers typically purchase retail colocation at these locations in partial, single, or multiple cabinets (racks) and cages on any given day with varying term lengths.
- Planning and designing for these enterprise customer solution deployments can often create 'gaps' or 'areas of inefficiency'. Those in the industry often refer to this planning as a game of **Tetris**. Customers may only need a sub-section of a row of cabinets within a data hall line up - leaving an odd number or residual cabinet footprint of one or two cabinets that will remain idle until the next 'best fit' customer comes along to fill the space.
- It is estimated upwards to **15-20%** of total enterprise data center capacity is idle or stranded and not producing revenue.



- Idle capacity occupies valuable real estate and still requires heating, cooling, and maintenance/up-keep - driving costs without offsetting revenue.
- In many instances, idle capacity may never be occupied.
- Further complicating planning is when a customer vacates a footprint.
  - If a vacating customer leaves 12 cabinets within an established cabinet line-up, the space must be refilled with one or more customers requiring the same 12 cabinets allotment – otherwise, exposure exists for new idle capacity to be created when the combination of one or more customers replacing the original customer only use 10 cabinets.

Sample list of Retail Colocation Providers

DATA CENTER	LOCATIONS
365 DATA CENTERS	13
COGENT	51
COLOCATION AMERICA	22
COLOGIX	34
CORESITE	22
CYRUSONE	31
CYXTERA	50
DATABANK	72
DATA CANOPY	12
DIGITAL REALTY TRUST	167
ENVOQUE	10
ENZU	45
EQUINIX	210
EXPEDIENT	11
FLEXENTIAL	36
GTT	53
H5 DATA CENTERS	22
INAP	42
IRON MOUNTAIN	20
ITEL NETWORKS	18
LIGHTEDGE	7
LUMEN	35
NETRALITY	6
ONENEC	6
QTS	23
RACKSPACE	12
SUNGARD AS	24
SWITCH	9
TIERPOINT	41
VANTAGE	6
ZENLAYER	97
1207	

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# OCOLO Participants

## Data Center Providers



Since launching at ITW Conference in May 2023, OCOLO has launched a beta platform and secured exclusive agreements for capacity across the Americas, Asia, Mid-east and Europe

Our growth has only been possible due to the trust colocation service providers have in our relationships and the feature set provided by OCOLO

OCOLO currently has 40+ agreements executed covering 50+ markets in 147 data centers representing over 5,000 racks of sellable capacity

OCOLO is in advanced discussions with a large US telecommunications provider to act as its buyer for its global colocation capacity requirements, driving volumes and revenues through OCOLO

OCOLO is also in discussions with a global real estate services firm to act as a portal for its clients to source data center capacity



# Service Providers | Enthusiasm for Model

## ⦿ REACH | EASE | AUTOMATION ⦿

### Customer Access:

Data Center providers want greater access to IT Buyers not being reached by their limited selling resources. OCOLO provides a readily available complement to direct and channel sales activities.

### Go-to-Market Transformation:

Customers/Buyers are increasingly shifting toward self-serve direct access. While direct sellers provide a value, increasingly today's buyers want self-serve access.

### Connection to Operations:

Data Center providers recognize their inventory and back-office systems have gaps. Working toward a seamless inventory, pricing, and customer procurement workflow has significant appeal. Longer-term view of driving business through APIs.

### Automation:

Data Center providers are eager to transform their selling processes for greater automation and cost efficiencies

## Benefits

### Benefits to Suppliers (Data Center Providers)

- Sales Bookings growth
- Concentration on under-utilized assets
- Improved metrics/financials
- Ease of implementation
  - Aligns with current Agent Model
  - Extension of Sales Resources
  - Does not compete with current pricing model(s)
- Standardization & Continuity
- Provides Test Case for future online Sales Model development

### Benefits to Consumer/Buyer (IT Professionals)

- Ease of access to both retail & discounted inventory
- Improved Pricing
- Flexible contractual terms
- Ease of online information access & use
- Flexible contractual terms (term lengths)
- Standardization & Continuity



# OCOLO.IO

## OCOLO Platform – Marketplace

- Preliminary Beta view; on-going development
- Robust features and capabilities allowing users to search by following:
  - Geographic location / address
  - Named Tier 1 data center facilities
  - Characteristics of desired deployment
  - Price, Power, Cabinets
  - Service Provider Access
- Registered domains - ocolo.net, ocolo.solutions, ocolo.cloud, ocolo.io

The image displays two screenshots of the OCOLO.io website. The top screenshot shows the homepage with a dark blue header featuring the OCOLO logo and navigation links. The main content area has a large banner with the text "Secure premium data center capacity with flexible terms at unbeatable prices." Below this is a search bar with a dropdown menu showing "1000 mi (1600 km)". A row of logos for various data center providers is visible: DataCenters, tierpoint, NorthC, 1623 FARM, edgeconnect, and HUT 8. Below the logos are four white boxes with statistics: "9+ Markets", "5-30% Discounts", "9 Data Centers", and "699 Racks & Cabinets". The bottom screenshot shows a search results page for "Chicago". It features a map of Chicago on the left and a list of search results on the right. The search results include details for "Digital Realty - Chicago CH1", "Tucker Data Center - Tucker DC 2", "165 Data Centers - Smyrna", and "Digital Realty - New York EWR10". Each result shows the provider name, address, power capacity, square footage, and available cabinets. The bottom of the page has a copyright notice: "© 2022-2024 Ocolo LLC, all rights reserved. Contact support@ocolo.io."

# Business Model

## More Than an Online Marketplace



**OCOLO.io**

Enterprise  
Marketplace  
for colocation  
optimization

### Applications

While Service Providers and Real Estate Brokers have embraced OCOLO's focus as a colocation **marketplace**, many have expressed excitement to explore enhancements and extensions of the platform.



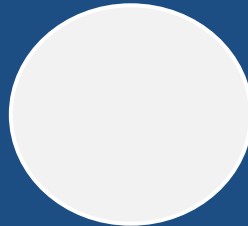
**Management  
Outsourcing**

Procurement of  
Services



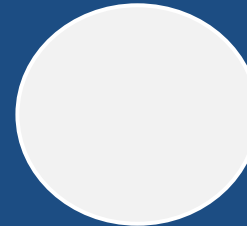
**Inventory & Contract  
Management**

Automation & Portal  
Access



**Portal  
Licensing**

Private Branding for  
GTM initiatives



**Portal  
Augments**

Repurpose for  
Variety of Services





# OCOLO

Automating IT & Connectivity

## Thank you



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